

# Fashion Calendar 1948

5-24  
(1948)  
FILE

JANUARY

FEBRUARY

MARCH

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 21, 1948</u>			
Friday May 21 10:00 A.M. Breakfast	PRESENTATION OF "CAREER WOMAN" FURS  The Normandie Sales Corporation invites the press to breakfast and a showing of their first collection of "Career Woman" furs, designed in keeping with the average woman's taste and budget. Attendance by invitation only. Contact: Jerome Schwartz or Sol Hordof, LO. 4-2660.	NORMANDIE SALES CORP.	130 WEST 30TH STREET SHOWROOM
<u>WEEK BEGINNING MONDAY, MAY 24, 1948</u>			
Saturday May 22; May 29 11:00 A.M.	TEEN AGE FASHION SHOWS  Gimbels will present informal teen-age fashion shows on May 22 and May 29 at 11:00 A.M. Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBEL BROTHERS	5TH FLOOR TEEN NOOK
Saturday May 22 1:30 P.M.	SHOW BY STORE'S COLLEGE FASHION BOARD  College Carnival at A & S, with twelve colleges represented at a showing of Summer vacation clothes approved by College Board members. Open to public. Publicity: Frances Bemis, TR. 5-7200, Ext. 307.	ABRAHAM & STRAUS	3RD FLOOR JUNIOR-SIZE CENTER
Monday May 24 9:00 A.M.- 5:00 P.M.	SHOWING OF MT. ROCK INFORMAL FALL COATS  Levy Brothers and Adler-Rochester will show their Fall line of Mt. Rock American Informal coats for women. Press and buyers will be invited. Publicity: Emily Purcell, MU. 7-4280.	LEVY BROTHERS AND ADLER-ROCHESTER	200 FIFTH AVENUE 10TH FLOOR
Monday May 24 4:00 P.M. Cocktails	FALL COLLECTION DESIGNED BY JENNIFER  Special press showing of new Fall fashions designed by Jennifer of Harold Susman, Inc., presenting dresses, costumes for street, afternoon, dinner and formal wear. By invitation only. Trade showings from Wednesday, May 26, to Tuesday, June 8. Publicity: Ruth Hammer, EL. 5-6043.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE 8TH FLOOR
Beginning Monday May 24	SHOWING OF NEW FUR COLLECTION  New trend-setting fur collection designed exclusively in "A. A. Average American" sizes for women who are 5' 5" and under. Press invited. Contact: Jack Zimmerman, PE. 6-9316.	ZIMMERMAN-SCHER, INC.	150 WEST 30TH STREET SHOWROOM
Beginning Monday May 24	OPENING OF FALL SPORTSWEAR LINES  The members of the Sportswear Guild will present their Fall collections during the week of May 24, one week later than last year: May 24: STAR-MAID DRESSES, INC. May 25: ADLER & ADLER, INC.; KANE WEILL May 26: DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLUM CO. May 27: CHARLES W. NUDELMAN, INC.; SPORT-CRAFT, INC.; ZOLTAN ROSENBERG	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 24	FALL COLLECTIONS FOR JUNIORS Openings of Fall collections of Junior dresses: <u>Monday, May 24</u> BABS JUNIOR, INC. HORWITZ & DUBERMAN, INC. JOHN IRWIN DRESSES, INC. JOANNE JUNIOR-ZINN BROS. MODERN AGE JUNIOR SILVER JUNIOR <u>Tuesday, May 25</u> MAIRELL JUNIOR Contact individual manufacturers.	JUNIOR DRESS CREATORS GUILD OF NEW YORK, INC. Wednesday, May 26 INTERNATIONAL JUNIOR <u>Tuesday, June 1</u> YOUNG AMERICAN DEB, INC. <u>Monday, June 7</u> ARKAY JUNIOR FROCKS, INC. MARGOT DRESSES, INC.	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday May 24	OPENING OF FALL LINES The FOGA houses will show only a single collection for the Fall season: <u>Now Showing</u> DEITSCH, WERSBA & COPPOLA, INC.	FASHION ORIGINATORS GUILD OF AMERICA <u>Wednesday, June 2</u> HANSEN BANG, INC. ED GERRICK, INC. HERBERT SONDEHEIM, INC. JANET TAYLOR	INDIVIDUAL NEW YORK SHOWROOMS
	<u>Monday, May 24</u> CARLYE DRESS CORP. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC.	<u>Thursday, June 3</u> CAPRI FROCKS, INC. CHARLES LANG, INC. DAVID LEONARD & LEVINE CO. MORRIS & MARCUS PARNIS-LIVINGSTON, INC. RUDOLF GOWNS FRANK STARR, INC.	
	<u>Tuesday, May 25</u> BEN BARRACK, INC. A. GOODMAN & CO., INC.		
	<u>Wednesday, May 26</u> INTERNATIONAL DRESS CO., INC. HANNAH TROY, INC.		
	<u>Monday, May 31</u> PAUL SACHS ORIGINALS, INC.	<u>Friday, June 4</u> KAPLAN & GRABOIS, INC. SAMUEL KASS GOWNS, INC.	
	<u>Tuesday, June 1</u> WILLIAM BASS DRESS CO. FRED GREENBERG DRESS CO., INC. JUNIOR LEAGUE FROCKS, INC. C. H. D. ROBBINS CO.	<u>Monday, June 7</u> MARTIN SIMON, INC.	
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	<u>Tuesday, June 8</u> FOX-BROWNIE, INC. SUZANNE-AUGUSTINE, INC.	

Beginning  
Monday  
May 24

OPENING OF  
FALL COLLECTION

Eleanora, Inc. will present its Fall collection of misses' and women's fashions for daytime, evening and special occasions. Daily showings -- both morning and afternoon -- by appointment. Contact: Teresa Buxton, PL. 8-1475.

May 24 BUDDY POPPY WEEK (May 24-May 31)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 25 9:00 A.M. Breakfast	FALL SPORTSWEAR AT BREAKFAST SHOWING "del Mar Packs The Trunk For Fall"--a showing of Fall and back-to-school original Sportswear, Blouses, Separates and Rainwear, designed by Clifford. Showing at 9:30 A.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	HOTEL PLAZA GRAND BALLROOM
Tuesday May 25 10:30 A.M.	OPENING OF FALL AND WINTER COLLECTION Louise Barnes Gallagher will present her collection for Fall and Winter. Press and trade by invitation. Showings daily thereafter. Publicity: Nona James, VO. 5-3440.	LOUISE BARNES GALLAGHER	37 WEST 47TH STREET SHOWROOM
Tuesday May 25- May 27 12:00 Noon Luncheon	SHOWING OF EVENING, DINNER, BRIDAL FASHIONS Showing of Fall collection by Bon Ray Dance Frocks, designed by Celia Phillips. Luncheon will be served between 12:00 Noon and 1:00 P.M. for the press. Attendance by invitation. Contact: Alice Schneider, WI. 7-0818.	BON RAY DANCE FROCKS	525 SEVENTH AVENUE SHOWROOM
Tuesday May 25 10:30 A.M.; 2:30 P.M.	OPENING: FALL COLLECTION Fall opening and presentation of coats and suits by Carmel. Press invited. Contact: Larry Carmel, LA. 4-3310.	CARMEL BROS.	530 SEVENTH AVENUE SHOWROOM
Tuesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Peck and Peck will present "Luncheon in the Sun"--a showing of new Summer fashions for town. Press by invitation. Public by reservation; contact: Mr. Ray, VO. 5-5400. Contact: Julia Morse, PL. 8-3100. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.	PECK AND PECK	CHATHAM HOTEL CHATHAM WALK
Tuesday May 25 4:00 P.M.	FUR FASHIONS BY RALPH MARANO Russek's Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Tuesday May 25 4:00 P.M.- 6:30 P.M. Cocktails	HOSIERY SHOW FOR THE PRESS Bryan Hosiery will present a press preview of sixteen hosiery colors and three new heel styles; also a special surprise feature introducing Circe and Gamine, Mr. Bryan of Chattanooga will be present. Attendance strictly by invitation. Publ.: Evelyn Wade, Cecil & Presbrey, PL.5-8200.	BEAUTIFUL BRYAN HOSIERY	PARK LANE HOTEL PETIT SALON
Tuesday May 25	OPENING OF FALL COLLECTION Dress-Up Separates, Casual Clothes and Blouses by Frances Sider. Show- ings daily at 9:30 A.M., 11:30 A.M., 1:30 P.M., 3:30 P.M. through May 28 --thereafter by appointment. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER, INC.	1384 BROADWAY SHOWROOM
Beginning Tuesday May 25	SHOWING OF TERRY ROGERS ORIGINALS Opening of Fall line of Terry Rogers originals--casual and street dresses in gabardines, wools and crepes, fashions to retail under \$30. By appointment. Contact: Ann R. Silver Associates, MU. 7-8654.	GROSS-SYDNEY	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 25	OPENING OF FALL LINES	SUNCLOTHES, INC.	1384 BROADWAY SHOWROOMS
	A Fall collection of Costume Blouses, Mated Separates and Campus Classics by Sunclothes Inc. (a division of Frances Sider, Inc.). Showings daily at 10:30 A.M., 12:30 P.M., 2:30 P.M. through May 28--thereafter by appointment. Contact: Ann Rabin, LO. 4-3323.		
Tuesday May 25	SUEDE AND LEATHER COATS, SUITS, BAGS	SILLS AND CO.	68 WEST 39TH STREET
	Showing of Fall suede and leather coats, suits, dresses, bags and accessories. Contact: Philip Sills, LO. 5-0325.		
Tuesday May 25	OPENING OF FALL COLLECTION	ZUCKERMAN & KRAUS	512 SEVENTH AVENUE SHOWROOM
	Zuckerman & Kraus will present their Fall collection beginning Tuesday, May 25, at 2:00 P.M. Contact: CH. 4-4850.		
Wednesday May 26 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL DRESSES	FRED GREENBERG DRESS COMPANY	550 SEVENTH AVENUE 18TH FLOOR
	Fred Greenberg will present his Fall collection of dresses to the press, with showing promptly at 1:00 P.M. Attendance by invitation only. Trade showings will begin on Tuesday, June 1, at 10:30 A.M. and 2:30 P.M. daily. Publicity: Virginia Jewel or Bob Greenberg, LO. 4-5820.		
Wednesday May 26 1:00 P.M. Luncheon	FIRST FREEDOM FASHION SHOW LUNCHEON	COMMON CAUSE, INC.	WALDORF-ASTORIA STARLIGHT ROOF
	Common Cause, a citizens' group to fight totalitarianism, will introduce the "Freedom Band" on specially designed Summer clothes by Mary Black, Oleg Cassini, Casual Clothes, Ann Fleischer, Henri a la Pensee, Jaeckel, Tina Leser, Emma Maloof, Mady Martell, Vera Maxwell, Carrie Munn, Nettie Rosenstein, Roger Van Ess at a luncheon showing. Hats by Anita Andra. Bags by Bienen-Davis. Marcel Roche's "Femme" perfume. Coiffures and make-up by Michael of the Waldorf. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Publicity: Dorothy Lansing: PL. 8-3145. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 26 4:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR
	Adler & Adler's Fall and Travel collection will be presented to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.		
Thursday May 27 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION	ANDRE D'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
	Andre d'Aulan will present his Fall collection of daytime, dinner and evening dresses to the fashion press at a cocktail showing. Trade showings will begin on Tuesday, June 1, at 4:30 P.M. Attendance by invitation only. Contact: PL. 9-2320.		
Thursday May 27 5:00 P.M. Cocktails	FALL SHOWING OF WOOL KNIT GARMENTS	WOOLKNIT ASSOCIATES INCORPORATED	HOTEL PLAZA TERRACE ROOM
	The fifteenth semi-annual fashion presentation by Woolknit Associates, with a Fall showing of woolknit garments. Promptly at 5:30 P.M. For press and buyers. By invitation. Publicity: June Hamilton Rhodes, MU. 3-7661.		
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION  The Fall collection of Herbert Sondheim originals will be presented to the press. Attendance by invitation only. Publicity: Annette DuBois, Carl Reimers Co., BR. 9-9570.	HERBERT SONDEHEIM	530 SEVENTH AVENUE SHOWROOM
Tuesday June 1 2:30 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS  Frank Starr presents his Fall collection of dressy afternoon cocktail and dinner fashions, designed by Ted Shore and Ruth Goode. Showing at 3:00 P.M. Attendance by invitation. Publicity: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday June 1 4:00 P.M. Cocktails	PRESS SHOWING: FALL DRESS COLLECTION  Press preview of Aywon's fall dress collection. Showing at 4:30 P.M. Attendance by invitation only. Trade showings will begin on Wednesday, June 2 at 10:00 A.M. Publicity: Bee Bradshaw, LO. 3-0870.	AYWON DRESS CO.	525 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 1	DINNER DRESSES FOR SHORT MISSES  Opening of new showroom, presenting sophisticated dinner dresses for misses 5' 4" and under. Contact: CH. 4-1828.	BON ARR	525 SEVENTH AVENUE 20TH FLOOR
Beginning Tuesday June 1	TRADE SHOWINGS OF COATS AND SUITS  Showing of Bellciano designs in coats and suits for Fall. Showings at 10:30 A.M. and 2:30 P.M. Publicity: William Harvey Co., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Tuesday June 1	OPENING OF FALL COLLECTION  Showing of the William Bass Fall line at 10:00 A.M. and 2:00 P.M. daily. Contact: Jerry Lubin, LA. 4-2190.	WILLIAM BASS	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 1	BACK-TO-SCHOOL BELT COLLECTION  Opening of back-to-school line of Criterion belts by country's largest and oldest belt house. Casual and dressy belts for the teen-ager. For appointment contact: Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR
Wednesday June 2 9:00 A.M. Breakfast	FALL FASHIONS FROM SAN FRANCISCO  Nathalie Nicoli of San Francisco will present her Fall collection of dresses, suits and sportswear. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	NATHALIE NICOLI (SAN FRANCISCO)	HOTEL PLAZA GRAND BALLROOM
Wednesday June 2 3:00 P.M.	PRESS SHOWING OF FALL COLLECTION  Norbert Jay will present his collection of Fall clothes to the press in his salon. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM
Wednesday June 2 6:00 P.M. Cocktails Dinner Dance	FASHION SHOW OF FALL RAINWEAR COLLECTION Aquatogs will introduce their Fall rainwear collection to fashion press and buyers at a fashion show, dinner dance. Guests will be transported from N.Y. to L.I. estate of Milton B. Kaufman. By invitation only. Commentator and Publicity: Renee Long, Aquatogs, Inc., CI. 5-7500.	AQUATOGS, INC.	MILTON B. KAUFMAN ESTATE, GREAT NECK, LI
Thursday June 3 4:00 P.M.- 6:00 P.M.	PRESS SHOWING: FALL MILLINERY Eve Tartar will present her Fall hats at a Champagne Party. Showing at 4:30 P.M. By invitation only. Contact: Estell Staub, TE. 8-5799.	EVE TARTAR	676 MADISON AVENUE SALON
Thursday June 3 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes at a cocktail party. Showings for buyers at 9:30 A.M. and 4:30 P.M. daily, starting June 4. Saturdays at 10:30 A.M. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SHOWROOM
Thursday June 3 8:30 P.M.	DESIGNERS' FASHION SHOW The first Designers' fashion show to be staged by the Guild of N.Y. Dress Designers, a professional association whose membership represents a broad cross-section of important fashion houses and a widely diversified range of prices. Based on the theme, "Whistler and His Time", the show will depict colors from Whistler paintings and silhouettes inspired by the period. Tickets \$10.00; contact Guild of N.Y. Dress Designers, 475 Fifth Avenue, Room 1809. Press by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	GUILD OF NEW YORK DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT
Monday June 7 4:00 P.M. Cocktails	FALL "ANNIVERSARY" COLLECTION Eta celebrates her twenty-fifth year as a designer, with a showing of her Fall "Anniversary" collection. Show at 4:45 P.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ETA	HOTEL PLAZA GRAND BALLROOM
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF NEW TOILETRIES LINE Universal Laboratories is introducing its new toiletries line "Beauty In The Morning", to the press and trade. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	UNIVERSAL LABORATORIES	RITZ CARLTON HOTEL CRYSTAL GARDEN
Monday June 7- June 13	SECOND ANNUAL FASHION FAIR The second annual edition of the Fashion Fair, with exhibits by the fashion apparel and related industries. There will be a two-hour fashion show, presented four times daily. Price of tickets: \$2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7-	SECOND ANNUAL TEXTILE EXPOSITION	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
June 12	"Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.		
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK
	Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation; contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.		
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE	29 WEST 57TH STREET SHOWROOM
	Presentation of Trigere's Fall collection at 2:30 P.M. on Tuesday, June 8. Also at 10:30 A.M. and 2:30 P.M. on Wednesday, June 9; Thursday, June 10; Friday, June 11. These will be the only showings of Trigere's Fall collection. For appointment, contact: Robert Trigere, PL. 3-6778.		
Tuesday June 8 2:30 P.M.	PRESENTATION OF FALL COLLECTION	ANNA MILLER	498 SEVENTH AVENUE 17TH FLOOR
	Anna Miller will present her Fall collection to the press and trade in her showroom. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday June 8 4:00 P.M.	DRAMATIC SHOWING OF FALL COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
	Sam Friedlander's premiere for the press of his "Fashion Showplace of the Nation", a new and dramatic way of showing his Fall collection designed by Moyen--presented in the first theatre for fashion on Seventh Avenue, just built in Mr. Friedlander's showroom. All Lighting by Feder. By invitation only. Showings for the trade, by invitation, from June 9 to June 11 at 4:00 P.M. Contact: MU. 9-5420.		
Tuesday June 8 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW OF FALL COMPACTS	VOLUPTÉ INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Volupté Inc. will present an advance showing of Fall styles and ideas in compacts. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.		
Tuesday June 8 4:45 P.M. Cocktails	FASHION SHOWING OF FALL DRESSES	MAYFLOWER DRESS CO., INC.	RAINBOW ROOM ROCKEFELLER CENTER
	Presentation of Mayflower's Autumn collection..."Dresses for the Gal Who Dresses To Get Ahead". Press and trade by invitation only. Contact: Maxine Joyce, LA. 4-8841.		
Tuesday June 8 4:45 P.M. Cocktails	SHOWING OF FALL DRESSES FOR JUNIORS	NAN SCOTT JUNIORS	RAINBOW ROOM ROCKEFELLER CENTER
	Fashion Show and Cocktail Party to preview Nan Scott dresses for Autumn--designed for the junior size girl who knows that, "wherever she's going, He Might Be There". Press and trade by invitation only. Contact: Maxine Joyce, LA. 4-8841.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 5:00 P.M. Cocktails	SHOWING OF FALL AND WINTER COLLECTION Kiviette will present a showing of her Fall and Winter collection. Strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE GOWNS, INC. (15 WEST 47TH ST.)	RITZ CARLTON BALLROOM
Wednesday June 9 3:00 P.M.	PRESS SHOWING FALL COLLECTION Preview of Mildred O'Quinn's Fall and Winter collection for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON
Wednesday June 9 4:00 P.M.- 6:30 P.M. Cocktails	PRESENTATION PARTY FOR INVENTOR "God's Gift to Men 1948"--a cocktail party at the Kiss Room of El Borracho, where presentation of award will be given to inventor of Lip- Stae by distinguished group of men. Attendance by invitation only. Publicity: Elizabeth Fenton, Abbott Kimball, PL. 3-9600.	LIP-STAE	EL BORRACHO 51 EAST 55TH STREET
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 10 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR SILHOUETTES Maximilian will present significant fur silhouettes from the Autumn collection. Attendance strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	HOTEL PLAZA RENDEZ-VOUS ROOM
Thursday June 10 12:00 Noon Luncheon	FALL-WINTER PREVIEW "AMERICAN KNIT" GLOVES Public Relations Luncheon and Fall-Winter Preview of "American Knit" Gloves & Mittens, launching Back-to-School and College promotions and advance plans for the Third National American Knit Glove Week in November. Six speakers, representing trade and consumer publications, colleges, women's clubs and stores will speak on "Wool for Warmth" and extending the Selling Season for Wools. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	ASSOCIATION OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA GEORGIAN ROOM
Thursday June 10 3:30 P.M.- 6:00 P.M.	PRESS PREVIEW OF FLEXEES FALL LINE "The Four Leaf Clover Line" -- advance showing of the Flexees Fall line including Flexees, Corsees, Flexaire and Slimpac. Attendance by invitation only. Contact: Milton Holz, MU. 9-2100.	FLEXEES CORSET CO.	417 FIFTH AVENUE SHOWROOM
Thursday June 10 4:00 P.M.- 8:00 P.M. Cocktails	ADVANCE FALL SHOWING OF BLOUSE COLLECTION Rojay will present their Fall collection of blouses and matching skirts to buyers and the press. The collection will also include the Coty perfume inspired "Morning, Noon and Night" blouses. Attendance by invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	ROJAY BLOUSE AND SPORTSWEAR CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Beginning Thursday June 10	OPENING OF FALL BELT COLLECTION Couturier belt collection, many Paris-inspired, featuring leather and dressy fabrics. Contact Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 14	FALL MILLINERY OPENINGS IN L.A.	LOS ANGELES & HOLLYWOOD MILLINERY GUILD	LOS ANGELES CALIFORNIA
	Fall millinery lines in Los Angeles will open on June 14, one week later than the Fall showings last year. There will be a luncheon fashion show on the opening day of market week.		
June 14	FALL CORSET AND BRASSIERE WEEK (June 14-June 18)		
June 14	FLAG DAY (Monday).		
Wednesday June 16 7:15 P.M. Dinner Dance	FASHION SHOWING OF FALL RAINWEAR	NATIONAL RAINWEAR MANUFACTURERS' ASSOC.	WALDORF-ASTORIA GRAND BALLROOM
	Presentation of Fall rainwear for men, women and children by the National Rainwear Manufacturers' Association at a dinner for buyers and press. Winners of rainwear advertising and display contests will be announced. Attendance strictly by invitation. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.		
Thursday June 17 3:30 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY	BREWSTER HAT CO.	411 FIFTH AVENUE (AT 37TH STREET)
	Brewster will present a showing of their new Fall millinery to the press. Attendance by invitation only. Publicity: Rita Hennessy, MU. 5-8275.		
June 20	FATHER'S DAY (Sunday).		
Monday June 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Fashion show by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday June 21- June 28	THIRTEENTH ANNUAL SWIM-FOR-HEALTH WEEK	SWIM FOR HEALTH ASSN. (60 E. 42)	THROUGHOUT THE COUNTRY
	Stores all over the country are expected to tie in with the 13th annual Swim-for-Health campaign. Included with the publicity for bathing suits and beach wear will be waterproof cosmetics, shoes, caps, umbrellas, beach chairs, sun tan lotions, sun glasses, beach bags, beach towels. Publicity: Martin Stern, VA. 6-0543.		
Wednesday June 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES	THE WADSWORTH WATCH CASE COMPANY	WALDORF ASTORIA PERROQUET SUITE
	Private preview for the press of the new Fall collection of Wadsworth Powder Cases. Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.		
July 4	INDEPENDENCE DAY (Sunday).		
July 5	LEGAL HOLIDAY (Monday), TO CELEBRATE INDEPENDENCE DAY.		
August 19	NATIONAL AVIATION DAY (Thursday).		

MUSIC...MOVIES...THEATRES...TELEVISION

Friday TELEVISION FASHIONS ON PARADE STATION WABD, DUMONT  
May 21 Saks Fifth Avenue will present the third in a series of four weekly  
8:00 P.M. television fashion programs, presenting the latest fashions as part of a  
musical review. Narrator: Adelaide Hawley. Publicity: Jane Barton,  
Television Fashions on Parade, Inc., 551 Fifth Avenue, MU. 2-2973.

Friday PREMIERE: "SILVER RIVER" (Movie) STRAND THEATRE, B'WAY & 47TH STREET  
May 21 Warner Brothers picture dealing with silver mining in a small Nevada town  
during post Civil War days. Cast features: Errol Flynn, Ann Sheridan,  
Thomas Mitchell, Ruth Bennett. Producer: Owen Krump. Director: Raoul  
Walsh. Costumes: Travilla. Publicity: Eva Siegel, CI. 6-1000.

Friday OPENING: "THE VIGIL" ROYALE THEATRE, 45TH ST. W. OF B'WAY  
May 21 Alexander Markey by arrangement with George Jessel presents a new play by  
Ladislas Fodor, dealing with the Resurrection and set in a modern court-  
room. Cast includes Henry Wilcoxon, Maria Palmer, Ian MacDonald. Open-  
ing night curtain at 8:00 P.M. Publicity: Wolfe Kaufman, LO. 4-3950.

Saturday OPENING: "OEDIPUS REX" BROADWAY THEATRE, B'WAY & 51ST ST.  
May 22 Theatre, Inc., under the sponsorship of the American Fund for Palestinian  
Institutions, presents the fourth play in the repertory season by Habimah.  
This Sophoclean tragedy was staged by Tyrone Guthrie. Publicity: William  
Field, CI. 5-7930.

Tuesday OPENING: "SEEDS IN THE WIND" EMPIRE THEATRE, 40TH ST. & B'WAY  
May 25 Eunice Healey and Harold Bromley present a new play by Arthur Goodman  
with Tonio Selwart. Directed by Paul Tripp. Designed by Ralph Alswang.  
Publicity: Bill Doll, PL. 7-4835.

Tuesday BENEFIT SHOW: "COMMAND PERFORMANCE" MADISON SQ. GARDEN, 8TH AVE. & 50TH ST.  
May 25 All-star show to be presented Tuesday evening, May 25, for benefit of  
American Overseas Aid - United Nations Appeal for Children. General  
chairman: Earl Wilson. Contact: Madison Square Garden, CO. 5-6800.

Tuesday PREMIERE: "THE TIME OF YOUR LIFE" (Movie) MAYFAIR THEATRE, 7TH AVE & 47TH  
May 25 Film adaptation of William Saroyan's Pulitzer Prize winning stage play,  
released through United Artists, and produced by William Cagney. Stars  
include: Jimmy Cagney, William Bendix, Wayne Morris, and Jeanne Cagney.  
Director: H. C. Potter. Costumes: Courtney Haslam. Publicity: Tess  
Michaels, CI. 5-6000.

Wednesday PREMIERE: "UP IN CENTRAL PARK" (Movie) LOEW'S CRITERION, B'WAY & 45TH ST.  
May 26 Universal-International film based on the Broadway musical comedy by  
Dorothy Fields and music by Sigmund Romberg. Starring Deanna Durbin,  
Dick Haymes and Vincent Price. Director: William Seiter. Costumes:  
Mary Grant. Publicity: Al Horwits, PL. 9-8000.

Thursday PREMIERE: "MELODY TIME" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.  
May 27 Walt Disney's new musical comedy, released through RKO Radio Pictures.  
Introducing Disney's new characters, "Pecos Bill," "Johnny Appleseed,"  
and "Little Toot," with songs sung by Roy Rogers, Dennis Day, the  
Andrew Sisters. Publicity: Rutgers Neilson, CO. 5-6500.